

Abstract

Title: National football arena issue and public attitude to its construction

Objectives: The main aim of this bachelor thesis is to find out Czech public attitude toward a national football arena construction. This research was conducted through a questionnaire survey. The results have shown football public opinion on the national football arena project and the main public ideas about the construction.

Methods: A descriptive analysis was used to analyze the national football arena issue. Electronic version of questionnaire survey has been used to find out public attitude to national football arena construction.

Results: The results of this research have shown the diversity of Czech public attitude. However, we can claim that most of football public supports the national football arena construction.

Keywords: arena, football, attitude, public, marketing research